

# ORDER



**WZZM 13**

**Orders**

**Order / Rev:** 713503 - 1

**Alt Order #:**

**Product Desc:** Mark Bernstein/U of M Board of Regents

**Estimate:**

**Flight Dates:** 10/01/12 - 11/05/12

**Original Date / Rev:** 09/13/12 / 11/02/12

**Order Type:** Political

**Primary AE:** Tim Siegel

**Sales Office:** WZZM

**Sales Region:** LOC

**Agency**

**Name:** Mark Bernstein / U of M Board of Regents

**Buying Contact:**

**Billing Contact:**

31731 Northwestern Hwy #333

Farmington Hills, MI 48334

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Mark Bernstein / U of M Board of Regents

**Demographic:** A25-54

**Product Codes:** PL-State/Local Misc

**Priority:** P-5

**Revenue Codes:** DIR, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	18	\$7,050.00	\$5,992.50
10/29/12	11/05/12	1	\$780.00	\$663.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$7,050.00	\$5,992.50	0.00
November 2012	1	\$780.00	\$663.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$7,830.00</b>	<b>\$6,655.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																		
1	WZZM	10/01/12	10/05/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	3	\$270.00	P-3	0.00	NM	3	\$810.00																																																		
2	WZZM	10/01/12	10/05/12	M-F 12-1230p Noon News	CM	12-1230pm	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00																																																		
3	WZZM	10/01/12	10/05/12	M-F 6-630p M-F News	CM	6-630p	MTWTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00																																																		
4	WZZM	10/08/12	10/12/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	3	\$355.00	P-2	0.00	NM	3	\$1,065.00																																																		
5	WZZM	10/08/12	10/12/12	M-F 12-1230p Noon News	CM	12-1230pm	MTWTF--	:30	3	\$195.00	P-2	0.00	NM	3	\$585.00																																																		
6	WZZM	10/08/12	10/12/12	M-F 6-630p M-F News	CM	6-630p	MTWTF--	:30	3	\$780.00	P-2	0.00	NM	3	\$2,340.00																																																		
E 7	WZZM	11/05/12	11/05/12	M-F 7-9a M-F Good Morning America	CM	7-9a	M-----	:30	2	\$355.00	P-2	0.00	NM	0	\$0.00																																																		
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>WZZM</td><td>11/05/12-11/05/12</td><td>M-F 7-9a</td><td>7-9a</td><td>M-----</td><td>:30</td><td><del>(\$355.00)</del></td><td>0.00</td><td>NM</td></tr><tr><td colspan="10">Credited [credit na's]</td></tr><tr><td>2</td><td>WZZM</td><td>11/05/12-11/05/12</td><td>M-F 7-9a</td><td>7-9a</td><td>M-----</td><td>:30</td><td><del>(\$355.00)</del></td><td>0.00</td><td>NM</td></tr><tr><td colspan="10">Credited [credit na's]</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	WZZM	11/05/12-11/05/12	M-F 7-9a	7-9a	M-----	:30	<del>(\$355.00)</del>	0.00	NM	Credited [credit na's]										2	WZZM	11/05/12-11/05/12	M-F 7-9a	7-9a	M-----	:30	<del>(\$355.00)</del>	0.00	NM	Credited [credit na's]									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																																								
1	WZZM	11/05/12-11/05/12	M-F 7-9a	7-9a	M-----	:30	<del>(\$355.00)</del>	0.00	NM																																																								
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2	WZZM	11/05/12-11/05/12	M-F 7-9a	7-9a	M-----	:30	<del>(\$355.00)</del>	0.00	NM																																																								
Credited [credit na's]																																																																	
8	WZZM	11/05/12	11/05/12		CM	12-1230pm	M-----	:30	1	\$195.00	P-2	0.00	NM	0	\$0.00																																																		

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Advertiser: Mark Bernstein / U of M Board of Regent  
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 Estimate:  
**WZZM 13**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12-1230p Noon News															
Spot	Ch	Date Range		Description		Start/End Time		Weekdays	Length	Rate		Rtg	Type		
1	WZZM	11/05/12-11/05/12		M-F 12-1230p		12-1230pm		M-----	:30	<del>(\$195.00)</del>		0.00	NM		
Credited [credit na]															
9	WZZM	11/05/12	11/05/12	M-F 6-630p	CM	6-630p		M-----	:30	\$780.00	P-2	0.00	NM	1	\$780.00
M-F News															
E 10	WZZM	11/05/12	11/05/12	M-F 12-1230p	CM	12-1230pm		M-----	:30	\$225.00	P-2	0.00	NM	0	\$0.00
Noon News															
Spot	Ch	Date Range		Description		Start/End Time		Weekdays	Length	Rate		Rtg	Type		
1	WZZM	11/05/12-11/05/12		M-F 12-1230p		12-1230pm		M-----	:30	<del>(\$225.00)</del>		0.00	NM		
Credited [credit na's]															
													Totals	19	\$7,830.00